



turning the *CORPORATE BATTLESHIP* with design  
@trenti      andrei michael *HERASIMCHUK*, yahoo!







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# Adobe® Photoshop® 4.0 v4.0.1 PowerPC™

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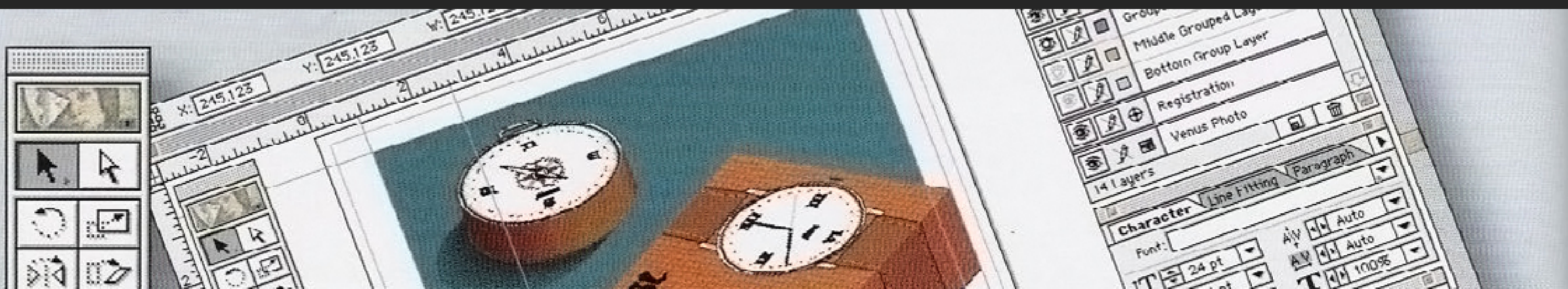
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*PICTURES*





it always starts with *PICTURES* not words  
you must *IGNITE THE IMAGINATION* of those who drive the business





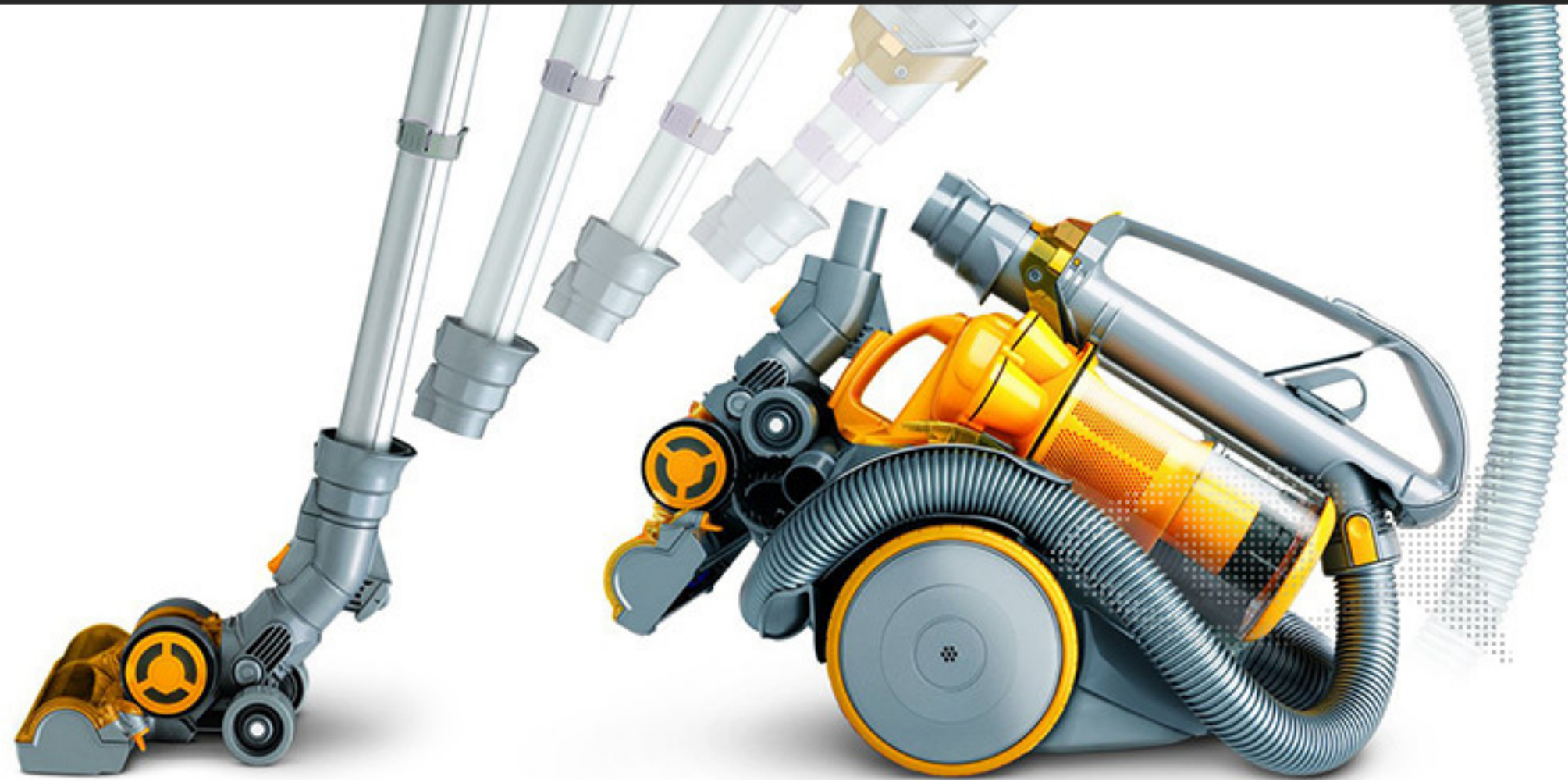


pictures create **ACCOUNTABILITY** for your ideas  
those who **WRITE THE CHECKS** require accountability





early renderings will *NEVER LOOK* like final designs  
if they do then *YOU'RE DOING IT WRONG*





*BUSYWORK*





you should aim to eliminate **BUSYWORK**

busywork: **DESIGN DELIVERABLES** that never appear in the final product







busywork *KILLS* the design process  
design deliverables must live *AS LONG AS POSSIBLE* to nurture iteration





out of sight is *OUT OF MIND*

if no one can find the work, it might as well *NOT EXIST*

QUERY:

☐ IMAGES

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SEND YOUR QUERY TO: GOOGLE INC., 1600 AMPHITHEATRE PARKWAY, MOUNTAIN VIEW, CA 94043, UNITED STATES

**PLEASE ALLOW 30 DAYS FOR SEARCH RESULTS**



*COLLABORATE*



# build a **COLLABORATIVE** design environment

whiteboards, whiteboards and **MORE WHITEBOARDS**







# VERSIONS

SUBVERSION CLIENT FOR THE MAC

get on board the *SOURCE CONTROL* bandwagon  
it *ENABLES* teams to truly work together



make design reviews *A SAFE SPACE* for honesty  
*WITHOUT CRITIQUE* there can be little design growth





*STANDARDIZE*



***STANDARDIZE*** your team's tools  
***SHARED TOOLS*** create shared files which create shared work







only add tools after *MASTERY* of existing tools  
disparate skillsets create *UNEVEN RESULTS*





*STRUCTURE*





its about ***STRUCTURE*** not process

the right structure acts like a ***SKELETON*** and provides a good foundation





all design problems require *DESIGN SOLUTIONS*  
structure *HELPS THE DESIGN TEAM* find good solutions





a good structure is like *A GOOD PLAYBOOK*

it provides just enough but allows your team to *CALL AUDIBLES*



*PROTOTYPE*



# questions and *ANSWERS*

dx *CONFERENCE* 2010 amsterdam, the netherlands

